Childrenswear - UK - February 2021

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This report looks at the following areas:

Fathers are more likely to have bought childrenswear for their own children in the last 12 months than mothers. The research shows that 78% of men who are parents purchased childrenswear compared with 71% of women. This highlights a change in demographics compared with two years ago when women drove purchasing. Mothers of under-16s are also significantly more likely than their male counterparts to state that they are buying fewer children's clothes as a direct result of COVID-19 since the start of the outbreak. This ties in with research showing that the COVID-19 pandemic has disproportionately impacted women, who are more likely than men to agree that they are finding it harder to make ends meet as a result of the pandemic.

The COVID-19 pandemic has led to a significant drop in appetite for fashion, but children's clothing has been much more resilient, dropping by 16% in 2020 to £6 billion from £7.1 billion compared with a 28% decline for the total clothing market. A lot of childrenswear purchasing is driven by replacement as products have shorter lifespans than adult clothing. The sector has also benefited from parents prioritising spend on their children over themselves. Although the January 2021 lockdown will slow the recovery of the market, the long-term prospects are that the market will return to growth by the second half of the year and new purchases will be driven by pent-up demand as people begin to socialise again, go on holiday and by a boost for back-to-school as part of the government's four-step roadmap out of the lockdown announced on 22 February 2021.

The increased focus on value will continue to impact the size of the market, with 54% opting to shop at a specific retailer due to their low prices. Supermarkets remain the most popular places to buy childrenswear, with close to three fifths (57%) having purchased from one of the main grocery chains. Poundland has been looking to take advantage of the uncertain economic situation and has been expanding its Pep&Co shop-in-shops selling its fashion range including childrenswear from July 2020.

"While COVID-19 has led to a big fall in appetite for fashion, childrenswear has been more resilient due to its shorter lifespan and as parents have prioritised spend on their kids over themselves."
- Tamara Sender Ceron, Senior Fashion Analyst

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Children aged 10-14 are set to see the biggest rate of growth over the next five years, increasing by 5% between 2020 and 2025. This provides opportunities for retailers to increase their focus on the teen and tween fashion markets. The easing of restrictions in the second half of 2021 following prolonged national lockdowns is likely to drive pent-up demand for new clothes to wear for social events and going out among this fashion-conscious age group.

- **The impact of COVID-19 and the third national lockdown on the childrenswear market.**
- **Who are the main childrenswear buyers and what ages are they purchasing for.**
- **How consumers' shopping behaviour has changed since COVID-19.**
- **How and where people have bought childrenswear in the last 12 months and growth in online purchasing.**
- **The main reasons for choosing to shop at certain retailers for children's clothing.**

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
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- Previous editions

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